

Amendments to the claims

1. (Currently amended) A media storage container comprising:
 - a base having a front wall;
 - a lid having a front wall;
 - the base and lid being moveable between open and closed positions;
 - the base and front wall being adjacent the lid front wall when the base and lid are in the closed position;
 - a first letter portion disposed on the base front wall;
 - a second letter portion disposed on the lid front wall; and
 - the first and second letter portions cooperating to form a whole letter portion when the base and lid are in the closed position; and
 - an item of recorded media carried by the base and lid when the base and lid are closed; the item of recorded media having a title; wherein the letter portions form the title of the item of recorded media.
2. (original) The media storage container of claim 1, wherein the base and lid are joined with a hinge; the front walls of the base and lid being disposed opposite the hinge.
3. (original) The media storage container of claim 1, wherein the letter portions are raised with respect to the front walls.
4. (original) The media storage container of claim 1, wherein the letter portions are printed on the front walls.
5. (canceled)

6. (Currently amended) A media storage container comprising:
 - a base having a sidewall;
 - a lid having a sidewall;
 - the base and lid being moveable between open and closed positions;
 - the base sidewall being adjacent the lid sidewall when the base and lid are in the closed position;
 - a first letter portion disposed on the base sidewall;
 - a second letter portion disposed on the lid sidewall; and
 - the first and second letter portions cooperating to form a whole letter when the base and lid are in the closed position; and
 - an item of recorded media carried by the base and lid when the base and lid are closed; the item of recorded media having a title; wherein the letter portions form the title of the item of recorded media.
7. (original) The media storage container of claim 6, wherein the base and lid are joined with a hinge; the sidewalls of the base and lid being disposed substantially perpendicular to the hinge.
8. (original) The media storage container of claim 6, wherein the letter portions are raised with respect to the sidewalls.
9. (original) The media storage container of claim 6, wherein the letter portions are printed on the sidewalls.
10. (Canceled)

11. (Currently amended) A media storage container comprising:
 - a base having a front wall and a pair of sidewalls;
 - a lid having a front wall and a pair of sidewalls;
 - the base and lid being moveable between open and closed positions;
 - an item of recorded media disposed between the base and lid when the base and lid are in the closed position:
 - the base front wall and respective base sidewalls being adjacent the lid front wall and respective lid sidewalls when the base and lid are in the closed position;
 - a first graphical element portion disposed on at least one of (i) the base front wall or (ii) at least one of the respective base sidewalls;
 - a second graphical element portion disposed on at least one of (i) the lid front wall or (ii) at least one of the respective lid sidewalls; and
 - the first and second graphical element portions cooperating to form a whole graphical element when the base and lid are in the closed position; and
 - the whole graphical element identifying the item of recorded media disposed between the base and lid when the base and lid are in the closed position.
12. (Previously presented) The storage container of claim 11, wherein the graphical element is a letter.
13. (Previously presented) The storage container of claim 11, wherein the graphical element is a word.
14. (Previously presented) The storage container of claim 11, wherein graphical elements are disposed on the base and lid front walls and on at least one of the two base and lid sidewalls.

15. (Previously presented) The storage container of claim 11, wherein the base and lid are joined with a hinge; the front walls of the base and lid being disposed opposite the hinge, and the sidewalls of the base and lid being disposed substantially perpendicular to the hinge and the front walls.
16. (Previously presented) The storage container of claim 11, wherein the graphical element portions are raised with respect to the front walls and/or the sidewalls.
17. (Previously presented) The storage container of claim 11, wherein the graphical element portions are printed on the front walls and/or the sidewalls.
18. (Previously presented) The storage container of claim 11, wherein the graphical element portions are recessed with respect to the front walls and/or the sidewalls.